LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Adv 277 • MERIT—Req. No. 54552—Page—B&W—7 x 10 inches—Tobacco Retailers Almanac, 1979 (A)
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MERIT
Filter
PM INC.
In two years, more smokers switched to one low tar cigarette than to any other brand:*
In 1976, an unprecedented number of smokers switched to one low tar cigarette. That cigarette: MERIT. The result ... 8.5 billion units sold its first year.
In 1977, the switching continued. MERIT sales totaled 14.9 billion units, resulting in a sales increase that was actually greater than the ten largest brands combined.
In 1978, the MERIT surge continues. Regular, Menthol, Kings & 100's.
MERIT
*SOURCE: The Maxwell Report 1977 Year-End Preliminary Estimates, Morgan Stanley & Co., Inc.
Year after year, Philip Morris outgrows the rest of the industry combined.
USA PHILIP MORRIS
FLAVOR

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Source: https://www.industrydocuments.ucsf.edu/docs/knqn0003
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